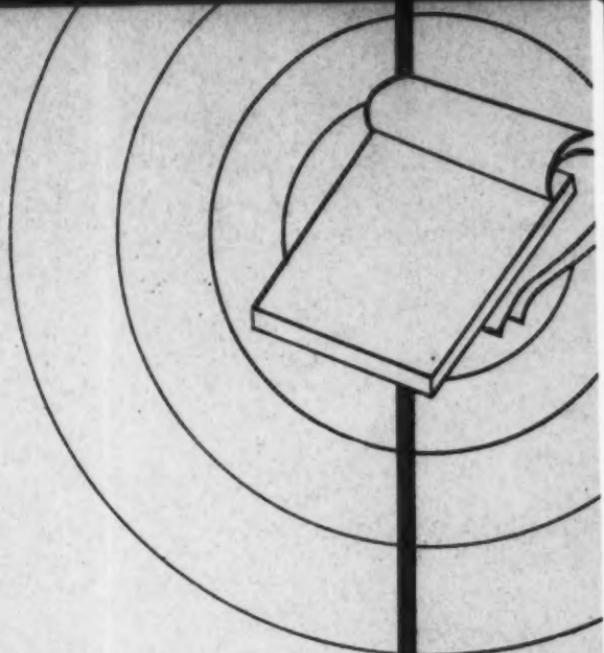


The



OCTOBER
1939

ATIONAL
SECRETARY

BEST PROTECTION

At Least Cost

The best Health, Accident and Quarantine protection obtainable, by those engaged in Educational Work, is issued by the

Teachers Protective Union

- More than 27 years of large and accepted service.
- More than Four Million Dollars in benefits paid to teachers.
- More than \$900,000.00 in assets.
- More than 27,000 pleased members.

.....

TEACHERS PROTECTIVE UNION,
T. P. U. Building,
Lancaster, Pa.

I am interested in knowing more
about T. P. U. protection.

NAME.....

Address.....

.....

.....

THE NATIONAL SECRETARY

Volume V
Number I

Published October, January and April by
The National Association of School Secretaries

OCTOBER
1939

OFFICERS

LOUISE H. HENDERSON, President Cassidy School, Philadelphia, Pa.	ALMA M. CLEMENT, Vice-President Detroit, Michigan
MARGARET V. KERNAN, Vice-Pres. Montclair, New Jersey	BELLE S. KUEHNY, Recording Sec'y Los Angeles, California
VIRGINIA A. HALSEY, Vice-President Salem, New Jersey	EUNICE C. BOUNDS, Corres.-Sec'y Wilmington, Delaware
ALICE TEEGARDEN, Treasurer Dayton, Ohio	

EXECUTIVE COMMITTEE

M. ALVINA CARROLL, Wash., D. C.	NINA S. BURNETT, San Antonio, Tex.
HELEN M. DEAN, Portland, Oregon	KATHERINE MITCHELL, Pitts., Pa.
Editor	Advertising Manager
BELLE S. KUEHNY Board of Education Los Angeles, California	MARGARET V. KERNAN Board of Education Salem, New Jersey
Publicity Chairman	Membership Chairman
M. ALVINA CARROLL Board of Education Washington, D. C.	THELMA H. CLARKE Horace Mann Junior High School Lakewood, Ohio

LET'S PULL TOGETHER! NOW!!

WE KNOW our organization has the support of educators who are familiar with our aims. WE KNOW we derive pleasure from contacts with others who pursue the same professional ideals.

WE KNOW It is desirable to associate so we may attain our goals by combined professional effort.

WE KNOW we are provided opportunities to broaden our professional outlook by frequent contact with people with similar educational interests with common problems.

WE KNOW the comparative isolation in our scattered group provides a strong argument

for membership in our own professional association.

WE KNOW our official publication is an excellent channel for distributing information.

WE KNOW our association provides a mechanism for investigating common interest and for expressing professional opinion upon important matters.

WE KNOW our local and national meetings afford unrivaled means for extending acquaintanceship and thereby increasing opportunities for professional growth.

WE KNOW the extent to which our association can act for us obviously depends upon the extent to which it actually represents our group.

YOUTH AND TOMORROW

An Address Delivered at the National Association of School
Secretaries, Tuesday, July 4, 1939, 2:30 P. M.

By JAMES ROOSEVELT

Most of you whose work in life is associated with the profession of teaching must keep an eye on the world of tomorrow, for those whom you train will live in the world of tomorrow—and to some will come the responsibility of leading its destinies.

It would not be surprising if the parents, the teachers, and the older sisters and brothers felt that the lot of Fred, Jr. was somewhat dubious. We have but to read our daily newspapers and listen to our radios to have forced upon us the vast difficulties with which the world and our country are faced. It is only a "Pollyanna" who would pretend that life for any young man or woman holds a golden and assured future. I, for one, would like to emphasize always, rather than to underestimate, the difficulties which we, as members of society and of civilization, face from day to day.

We know that the wonders of science, the speed of transportation and communications, the almost complete disappearance of great uninhabited lands have brought an improved standard of living—but only at the expense of an unbalanced economic status. Neither we in this country, nor those in any country in the world today have thoroughly solved the problem of maintaining the standard of living and, at the same time, providing useful occupations for those desirous and eligible to work. No one has solved the problem of how the "Have-Not Nations" can live in economic security with the "Have Nations". And so we have the threat of war, both actual and economic ever present with us.

This may seem to be a discouraging picture for Fred, Jr.'s mother. But to him it might—if he had the stuff and were properly trained—be a challenge of absorbing interest and inspiration. For I believe that we, as a nation, are

not afraid to face the facts, but on the contrary regard them as a challenge to our ability and resources.

And so, emphasizing that I do not wish in any way to blind ourselves to our difficulties, I would like this afternoon to survey with you a few of the things which give to us here in the United States great reason for encouragement and for thanksgiving that we reside in the Sovereign and Independent United States of America. If it were not for the blessing which we, almost alone among the great nations of the world possess, the future of our young people would not indeed present the hopeful picture it really does.

In the first place, all boys and girls in our country are as sure today as they ever were that if they have an honorable opinion on any subject, they are free to voice it and to work for it, whether or not the majority of the people agree with them. In what other country may the individual read—without fear of confiscation or threat or reprisal—the reports of world, national, personal, and political activities without threat of censorship of any kind? In no other great country is the radio uncensored and free of dictation from the central government.

We hear from the beginning of our youth so much about the freedom of the press, freedom of speech and religious liberty, inherent as they are in our fundamental rights, that we may perhaps take these things too much for granted. I would like to make sure that every boy and girl appreciates almost from the very beginning that these things are a priceless heritage, but a heritage easy to lose and requiring constant vigilance and support. But to have this support, first there must be an appreciation of the rare quality which

they symbolize throughout the world and the great fortune which is ours in knowing that, as American citizens, we are assured of them.

Again, I think that it would be helpful to Fred, Jr. if he realized the value of the public education which is avail-

ence of special privilege for a chosen group? For while it is true that there are difficulties in getting a start and in finding steady employment for a young American, he knows that these difficulties are not inherent in the custom of the country and are due solely to the unbalanced conditions of its economy.

Geographically speaking, we are fortunate in knowing that we have no near antagonists on our east and west coasts. We are even more fortunate in knowing that to the north we have a neighbor with whom friendship and close harmony is rooted in centuries of unarmed peace and unshakable conviction. Likewise, to the south of us we know reside people who believe in the same ideals that we do. Like ourselves they are willing to defend their right to preserve those things and to solve their own problems at almost any cost.

We are blessed also in knowing that we are part of a young nation. Proud of our traditions, we are not yet, and hope never to be, bound by an inflexible chain. Our great Constitution was drawn up by the signers with the avowed intention that it should be able to meet the unpredictable demands of the changing tides of time. We have proven in recent years our ability to accustom ourselves to changed and new conditions, and to do so in an orderly and peaceful manner. We know that in our people lies a genius for perfection and ingenuity which has placed the products of our country at the forefront of world supplies. We know that God has blessed us with a territory vast and rich enough to provide us within our own boundaries with nearly all the necessities of life. Almost alone among the young people of the world we are not haunted by the spectre of compulsory military service. We know that we have no need nor desire to begrudge or envy the possessions of others. In short then, as young Americans we should be given the opportunity to know the basis for eliminating the fears which

(Continued on page 26)



JAMES ROOSEVELT

able to every boy and girl in our country—if he knew about the institutions of higher and advanced education and learning, not limited in our country to the wealthy or the privileged. I know that personally looking back, which is always an easy thing to do, I took these things for granted. There are many things that I wish I had acquired in my college education which I let pass me by. And yet I feel sure that there are not many other places in the world where I could have enjoyed the advantages that were mine almost for the asking—advantages which today are even more increasingly available.

Can you, in a similar spirit—and not with boasting, but with thanksgiving—realize that there are few other countries where commercial, educational, political or scientific careers may be advanced without the restraining influ-

The President's Message

Do you have a job which is a means to the necessities of life or is your work a part of yourself reflecting your personality and a gracious, kindly spirit which permeates the lives of all who cross your path?

Of course, all of us must earn a salary and in many cases the salary of the secretary is a mere pittance by comparison. This summer I have had many letters . . . pathetic messages telling of salary cuts--cuts which threatened even the bare essentials of life. As deplorable as these conditions are, and realizing full well that our salaries are regrettably low in many cases, I believe that this condition can best be remedied through service--the type that wins a place in the life of the community. We must raise our standards and make our work a profession requiring specialized training and experience. We must work together on a program of service, one that will pay dividends not only in human values, but also in material returns.

Our Association has gone a long way in gaining recognition for the secretaries in the nation. We have become a definite part of the educational group. We are consulted and asked to serve on committees with the leading educators in the country. The importance of our work is being realized. We have adopted as the program for this year, "The Secretary In a Public Relations Role". You will recall, this was the topic which we used in our panel discussion in San Francisco. It is our hope that each state and local association will use this theme in their meetings for the coming year.

We are also asking each one of our members to help us promote this program in their own community by becoming an active worker in the Parent-Teachers Association, by winning a place in the heart of each child who is not adjusted to normal class room life, by

being a friend of those who need help through your office, and by creating a happy atmosphere within your office. These are just a few of the many things that will build a fine service program.

Despite all of your own personal suffering which may have been caused through drastic cuts in salary, will you still put the personal in the background and see ahead to what can be gained through national unity?

We need you and you need us.

Louise H. Henderson

HERE'S HOW THE NATIONAL ASSOCIATION WORK IS CARRIED FOR

1939-40

Each Vice-President is responsible for an important phase of the work as follows:

THE NATIONAL SECRETARY—Margaret Kernan, Salem, New Jersey, Vice-President in charge.

Editor—Belle Kuehny, Los Angeles, California.

Exchange Editor—Florence Stubbs, Denver, Colorado.

Subscription Editor—Dorothy Silance, Los Angeles, California.

MEMBERSHIP—Virginia Halsey, Montclair, New Jersey, Vice-President in charge.

Membership Chairman—Thelma Clarke, Lakewood, Ohio.

Membership Committee—

Mina Burnett, San Antonio, Texas

Ann Critchlow, Salt Lake City Utah

Helen Dean, Portland, Oregon

Mildred Funk, Detroit, Michigan

Estelle Leatherman, Frederick,

Maryland

Selma Ridder, Tampa, Florida

Dorothy Silance, Los Angeles, Calif.

Betty Zimmerman, Milwaukee, Wis.

PROGRAM—Alma Clement, Detroit, Michigan, Vice-President in charge.

(Continued on page 27)

The Editor's Message

To be selected to serve the members of the National Association of School



BELLE S. KUEHNY

Secretaries in the capacity of Editor of their Official Publication, *The National*

Secretary, is a compliment of which I am hardly deserving. Next to the work for which I am directly held responsible by the Los Angeles city schools, the National Association of School Secretaries is my major attention and interest. I am pleased to serve the organization in any manner possible. But, to render you the type of service you deserve and the type of service I consider adequate, I must depend upon you for help and assistance. I am not primarily an editor or even a columnist. I am a school secretary, trying to do a good job of secretarizing and at the same time do my part toward the growth and development of our National Organization. Won't you, then, help me to help you through doing your part to see that the NATIONAL SECRETARIAL ASSOCIATION membership is brought to the point advocated by our MEMBERSHIP COMMITTEE and that the SECRETARY is interesting, exciting, informative, peppy and worthwhile because of the contributions you make to its columns? CAN I DEPEND ON YOU?

Belle S. Kuehny

MAY WE REMIND YOU

THAT the NATIONAL ASSOCIATION OF SCHOOL SECRETARIES is not a profit seeking organization—but must maintain itself thru membership support.

THAT the Executive Committee authorizes an expenditure of THREE HUNDRED DOLLARS each year to assist in defraying expenses of state delegates to the annual meeting.

THAT hundreds of dollars are spent yearly for postage alone—for membership bills, magazine mailing, and miscellaneous correspondence.

THAT what we do as a professional group depends on efforts of

workers in all sections of the United States—drawn from recruits in administrator and teacher groups as well as our own ranks.

THAT WE—as individuals and as an association—NEED YOUR HELP as follows—

THAT we need EVERY MEMBER AS A MEMBERSHIP WORKER SO WE MAY GROW TO THE PROPORTIONS WE MAY WELL EXPECT.

THAT PROMPT PAYMENT of your own membership fee means EVERYTHING in the smooth functioning of THE NATIONAL ASSOCIATION OF SCHOOL SECRETARIES.

Convention Echoes

The 1939 convention at San Francisco has come and gone, however, it is not forgotten. It has left pleasant memories of new acquaintances made and a closer relationship between the members of our organization. We, on the Pacific Coast, are very happy to have had the opportunity to meet many of our officers and members from various parts of the country, and we hope that all enjoyed their visit to the San Francisco Bay region and the Exposition.

The highlight of the convention was the luncheon at the Mart Club on July 4, and to our Southern California hostesses goes a vote of thanks for the beautiful table decorations, programs and favors. The committee in charge of this affair, under the leadership of Mrs. Florence Nelson, worked untiringly to make the tables attractive. The remarks of our guest speaker, Mr. James Roosevelt, on the subject "Youth and Tomorrow" were well chosen and showed keen interest and knowledge of conditions. His further informal talk and charming manner endeared him to all present. The addresses by Dr. Shaw, President of the N.E.A. and the other speakers were most inspiring, and made each secretary present feel proud to be a part of the educational system in our public schools. The vocal selections of Mrs. Romo Church of Portland, added a delightful touch to the luncheon.

Also of outstanding interest was the panel discussion and we wish to compliment all participants on the excellence of their essays. The sight-seeing trip sponsored by the East Bay secretaries was greatly enjoyed, even though fog obscured the view of the beautiful scenery.

We are looking forward to the prospect of meeting again at the convention in Milwaukee next summer.

Emmy L. Poulsen

Rita B. Grau

San Francisco Committee

The Alamo District of School Secretaries, San Antonio, Texas, were highly honored to have the privilege of entertaining three Delegates to the National Convention in San Francisco in July.

Louise Henderson, President, from Philadelphia; Margaret Kernan, from Salem, New Jersey, and Eunice Bounds from Wilmington, Delaware, came thru our city and spent two days with us. It was an inspiration being with them and hearing all about the wonderful meetings that were held in San Francisco, and about their travels and experiences.

We hope they enjoyed their visit with us and realize that it was just what we needed to "spur" us on in our work for the coming year.

Nita Pearce, President
Alamo District School Secretaries

PANEL DISCUSSION

I feel sure that all who attended the Panel Discussion on "The Secretary in a Public Relations Program" on July 5th during the Annual Convention at San Francisco, couldn't help but feel the outstanding professional atmosphere. The meeting was very well attended with a number of principals and teachers as well as secretaries. It was indeed in inspiration to everyone in attendance.

Under the general heading of "The Secretary in a Public Relations Program" the following sub-topics comprised the papers which were given:

1. Co-ordinating Community Agencies in Meeting the Needs of the Children and Promoting Community Living.
2. Interpreting Administrative Policies to teachers.
3. Interpreting Administrative policies to the Public.
4. Assisting Pupils to Develop Integrating Personalities.

(Continued on page 14)

Greetings From the N. E. A.

By AMY H. HINRICHES
President of the N. E. A.

It is a pleasure to greet the members of the National Association of School Secretaries.

Your work is of vital importance in our school systems. It would be an interesting and significant scientific ex-

periment to try to find out the sum total of brain power that you have conserved and released for application to constructive educational thought! The officials and the schools that are fortunate enough to have your capable, efficient, morale-strengthening services have numerous routine tasks and many a vexing problem automatically cared for. Thus the undisturbed attention of the educator can be directed to truly educational problems. Thus wear and tear on official dispositions is kept at a minimum. Thus the atmosphere is often cleared. Thus the educational machinery

is kept running smoothly and so functioning effectively.

May the day be not far distant when every school will have a secretary, a secretary with general educational qualifications equal to those required of the beginning teacher and of course with first-rate technical training. Your organization is doing valuable service in professionalizing the position of school secretary.

I wish for all members of your association in the school session 1939-40 happiness and satisfaction in your work and in all the other phases of your life. Great will be your happiness and well-founded your pride of accomplishment if they are in proportion to the great value of the service you are rendering.

A LEADING COLLEGE OFFERS SPECIAL COURSE FOR SCHOOL SECRETARIES

You will be interested to know that the University of Pennsylvania, one of the nation's leading universities has inaugurated a four year course offering a B. S. degree which is training particularly for secretarial work on the school systems of the country. This course was started at the request of Pennsylvania's State Superintendent of Instruction, Dr. Lester K. Ade. You will recall, Dr. Ade spoke at one of our conventions and was very much interested in the progress of our Association. We discussed with Dr. Ade the possibility of having a course started at the University of Pennsylvania and he was delighted with the idea and urged the University to sponsor it.

Classes will begin in October. This will be open for secretaries now in the field as well as for those preparing to enter school work.



AMY H. HINRICHES

from
from
unds
thru
us.
them
erful
ran-
ex-
with
t we
for
nt
ries

the
y in
July
at
feel
hos-
at-
and
was
at-

The
ro-
ris-

ciea
ren

ciea
ties
te-

periment to try to find out the sum total of brain power that you have conserved and released for application to constructive educational thought! The officials and the schools that are fortunate enough to have your capable, efficient, morale-strengthening services have numerous routine tasks and many a vexing problem automatically cared for. Thus the undisturbed attention of the educator can be directed to truly educational problems. Thus wear and tear on official dispositions is kept at a minimum. Thus the atmosphere is often cleared. Thus the educational machinery

Report of Election Committee

By ALICE TEEGARDEN, Chairman

(Editor's Note: One of the few sad notes of the San Francisco convention was the absence of Alice Teegarden, treasurer, and chairman of the election committee. Alice has been one of the



ALICE TEEGARDEN

most loyal workers in our organization from the beginning, and this was the first convention she has ever missed. We all missed you in San Francisco, Alice.)

REPORT OF ELECTION COMMITTEE VICE PRESIDENTS

ALMA CLEMENTS, DETROIT,
MICHIGAN, TERM 1939-40.

VIRGINIA HALSEY, Monclair, N. J.
Term 1939-41.

MARGARET KERNAN, Salem, N. J.
Term 1939-41.

RECORDING SECRETARY

BELLE KUEHNY, LOS ANGELES,
CALIFORNIA.

EXECUTIVE COMMITTEE

HELEN DEAN, PORTLAND, OREGON, TERM 1939-41.

KATHERINE MITCHELL, PITTSBURGH, PA., TERM, 1939-41.

The amendment changing the number of vice-presidents from one to three was carried.

Alice Teegarden
Election Committee



EUNICE C. BOUNDS

INFORMATION, PLEASE

If you desire any information relative to the organization of the National Association of School Secretaries or any of its activities, kindly address your inquiry to me. I shall endeavor to answer your question or refer it to the proper person if I am unable to do so.

EUNICE C. BOUNDS,
Board of Education,
Wilmington, Delaware.

New Vice-Presidents

When the results of the elections were read on Thursday morning, July 6, at the San Francisco convention, there were just two new names appearing in your board of officers.

They were Alma Clement and Virginia Halsey, and they were both elected to fill vice-president's posts.

Alma is president of the Secretarial Association in Detroit, Michigan. She has been very active in this organization and her experience there will help

at the convention that the two new vice-presidents were excellently qualified to fill the important jobs to which they had been elected. Great things are expected of both.



ALMA CLEMENT

her in her new important position. In the National Association she will have charge of programs.

Virginia comes from New Jersey, where she is president of the state organization. Her home is in Montclair. In her new position Virginia will direct the membership work for the National Association.

It was the unanimous opinion of all



VIRGINIA HALSEY

WORTH REMEMBERING

The great merchant, Marshall Field, once made a list of "Twelve Things to Remember." Here it is:

- The value of time
- The success of perseverance
- The pleasure of working
- The dignity of simplicity
- The worth of character
- The power of kindness
- The influence of example
- The obligation of duty
- The wisdom of economy
- The virtue of patience
- The improvement of talent
- The joy of originating

How Much Does the Secretary Mean to You?

Success in life depends upon personality, ability, perseverance, enthusiasm, alertness, sincerity and proper contacts. In fact, we need to capitalize on all of our affirmative characteristics. The National Secretary depends upon ad-

flourish, do your part in supplying its source of strength—its advertising. Remember, salesmanship is one of our requisites.

As Vice-President in charge of the NATIONAL SECRETARY with the splendid cooperation of our able Editor, Mrs. Belle S. Kuehny of Los Angeles, we are determined to make the NATIONAL SECRETARY as helpful as possible to the secretaries and to the advertisers. The NATIONAL SECRETARY belongs to each and every one of you and it can only be successful if it reflects the general interest of the group. Let us hear from you and we promise to find space if you solicit sufficient advertisements. We are placing a portion of the responsibility on YOU.

The NATIONAL SECRETARY is published three times a year—October, January and April. For the next three issues, the following rates are continued:

1. Two entire pages, middle pages, 9 $\frac{1}{4}$ " x 7 $\frac{1}{4}$ " \$50.00.
2. An entire page, outside back cover, 4 $\frac{1}{8}$ " x 3 $\frac{1}{4}$ " \$30.00.
3. An entire page, 4 $\frac{1}{8}$ " x 7 $\frac{1}{4}$ " \$25.00.
4. A half page, 4 $\frac{1}{8}$ " x 3 $\frac{1}{4}$ " \$15.00.
5. A quarter page, 2 $\frac{1}{8}$ " x 3 $\frac{1}{4}$ " \$10.00.
6. A reduction of \$5.00 is given, at this time, with the placement of your advertising order in the three issues.
7. CIRCULATION—2500 . . . SIZE OF PUBLICATION—6" x 9" . . . 32 pages.

It is a real pleasure to serve the secretaries and the advertisers thru the medium of the NATIONAL SECRETARY. Secretaries are invited to join the Advertising Committee. We shall appreciate the continued support of our advertisers. Let us hear from you.

Margaret V. Kernan
Vice-President and Advertising Mgr.
NATIONAL SECRETARY
Board of Education, Salem, New Jersey



MARGARET V. KERNAN
vertisements, resulting in courteous service and orders. Advertising is the very essence of the life of our publication. Without it, we could not finance the cost. This continued advertising support depends on each secretary. How?

1. By soliciting advertisements.
2. By studying advertisements.
3. By extending extra courtesies to all who advertise.
4. By calling the advertisement to the direct attention of those responsible for the ordering.

We do not want a contribution from an advertiser but rather we want our advertisers to benefit thru this medium. If you want your magazine to live and

LISTENING IN

Dear fellow members:

At the beginning of another busy year, we pause to send greetings to all, hoping that the summer has brought its share of rest and recreation to each and every one so that the duties of the coming year may be taken up with renewed zest and enthusiasm.

As this number of the Secretary will be largely taken up with news of the Convention we shall try to bring you the usual amount of items from near and far, but hope that each one of you who reads this will send in, at any time during the year, anything which will be of interest to our members. By letting others know what is being done in the local associations we can all glean new ideas which will be mutually helpful.

May each one of us strive this year to strengthen our bonds of friendship and fellowship in the service of the schools of which we are all a part, and widen our sphere of activity and influence in every possible way.

FLORENCE R. STUBBS,
Secretary,
North High School,
Denver, Colorado.

LOS ANGELES, CALIFORNIA

On the evening of June 9, the Secretarial Association of the Los Angeles City Schools held a dinner at the City College for all of the "bosses" of the members. It was also a birthday dinner and the installation of the new officers was held at this time. Those who will lead this busy group during the coming year are Dorothy Doiberg, President; Evelyn Corbett, Vice-President; Betty Wells, Recording Secretary; Rebecca Burstein, Corresponding Secretary; Eleanor Clements, Auditor; Members-at-large. Faye Bloomquist, Bernice Caldwell, and Helen Sprague. For ten years now this association has been in existence and our congratulations are extended at this time with the wish that they may continue to be

pace-makers for many others in pointing the way for the growth and advancement or all who are engaged in secretarial work.

The success of the luncheon in San Francisco during the convention was largely due to the Los Angeles Secretarial Association as they made and carried out the plans for this affair. All who attended felt that it was one of All who attended felt that it was one of the most outstanding meetings ever held by the National Association.

OHIO NOTES

Meeting of the School Secretaries Section, Central Ohio Teachers' Association.

Luncheon Meeting—Gold Room, Hotel Van Cleve, Dayton, Ohio. 12:15 Friday, October 27, 1939.

Speaker—Mr. W. E. Harbottle, President, Miami-Jacobs Business College, Dayton, Ohio.

Chairman—Mildred Woodall King, Dayton, Ohio.

Vice-Chairman—Margaret Neeld, Central High School, Xenia, Ohio.

Secretary—Ida Traux, Board of Education, Columbus, Ohio.

ALENE JOHNSON RESIGNS

The Association has lost a valuable member through the resignation of Alene Johnson of San Antonio, Texas. She left the employ of the San Antonio Board of Education to take a position with the Government at Fort Sam Houston. During the time Alene was a member of the National Association of School Secretaries she was an enthusiastic and capable worker in the interest of not only the National but the Texas Association and the Alamo District Association as well, having served as Business Manager of the National Secretary, member of the Executive Committee of the State, and President of the Alamo District Association. By

(Continued on page 16)

PANEL DISCUSSION

(Continued from page 8)

5. The Value of the Secretary to Publicize Informally the work of the Parent-Teacher Organization.

6. Civic and Social Participation in the Life of the Community.

7. Building Good will Through Each Office Contact.

The meeting was opened by our presi-

dent, Miss Louise Henderson, who after her greeting, turned the meeting over to Mr. D. Willard Zahn, Principal, Vaux Junior High School, Philadelphia, as discussion leader.

It was pointed out that the efficient secretary must (1) learn policies, (2) think in terms of policies, (3) see need of interpretation, (4) know values, (5) establish friendly relations, (6) act confidently and develop confidence. The secretary must "know all things, see all things, but—tell only the right things!"

"Whether we like it or not public approval is necessary." We have to see the point of view of the taxpayers. The school secretary is expected to be more than an "animated typewriter or an information bureau," she is the "guardian at the gate."

Our jobs were pointed out as an adventure in "child understanding." "All-roundness" of the job was stressed in that the secretary becomes even the "unofficial adviser to the lovelorn" as well as an "educational chore woman."

The National President of the Congress of Parent-Teachers emphasized the opportunities we have for publicizing informally the work of that great organization. "To the parents the secretary represents adequately the administration of the school, she is the common denominator of school-public contact."

THE HENRY BOOKS

By James S. Tippett



Henry and the Garden



Stories about Henry

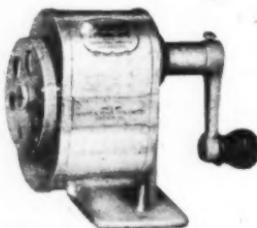


Henry and His Friends

Action, surprises, humor, and content based on familiar childhood experiences capture and hold interest. Pre-primer, primer, and first reader with their controlled vocabulary meet the increasing demand for easy supplementary reading for the early grades. A colored illustration on almost every page.

World Book Company

Yonkers-on-Hudson, New York
2126 Prairie Avenue, Chicago



Other Models in the APSCO Line

CHICAGO
PREMIER
JUNIOR
WIZARD
DEXTER
DANDY
ROUND POINT

A PENCIL SHARPENER TO FIT EVERY SCHOOL BUDGET WILL BE FOUND IN THE APSCO LINE

YEAR AFTER YEAR, SCHOOL SECRETARIES INCLUDE APSCO SHARPENERS IN THEIR LISTS OF SUPPLIES.

— THERE IS A REASON —

SEND FOR DESCRIPTIVE FOLDER OF OUR SCHOOL PENCIL SHARPENERS. APSCO CUTTERS DON'T SCRAPE—THEY CUT.

AUTOMATIC PENCIL SHARPENER CO.

109 No. Wabash Ave.

Chicago, Illinois

The secretary is expected to be everything, "Coordinator, interpreter, office-teacher, buffer, shock-absorber, chore-woman, psychologist, and important in the aid of development of the entire educational program." When extending "goodwill" to boys and girls the "humblest task becomes a pleasure. A friendly atmosphere among co-workers is important in a secretary's job.

Mr. Dugdale, Superintendent of Schools, Portland, Oregon, was asked what he considered the most important qualifications for the professional secretary. On the spur of the moment he listed, (1) ability to do the mechanics of the job, (2) desire and ability to assume responsibility, (3) loyalty, tact, and some initiative, as being of fundamental importance. He added parenthetically that examinations were not too reliable in measuring many of these personal factors.

Mr. Nusbaum, Associate Superintendent of Schools, Philadelphia, Pa.,

pointed out that the secretary-superior relationship was not one-sided; but rather a reciprocal relationship; there are obligations on the part of the principal or superintendent which are contributing factors to the development of proper understanding. With this thought of mutual appreciation and consideration and best wishes for the future of our organization, Mr. Zahn closed the meeting.

FASHIONS OF SPEECH

This language called English is puzzling indeed.

In spite of all rules, of advice we have need.

The plural of fox we are told is foxes,
Yet the plural of ox is oxen, not oxes.
The plural of man, of course, is men;
Then why isn't more than one fan called
fen?

We classify pronouns as he, his, and
him,

But who would dare say she, shis, and
shim?

HOTEL CHELSEA

For Recreation
Or Relaxation
Choose the *Chelsea*

Here you will find everything to further your comfort and enjoyment—outside ocean-view rooms . . . sun deck . . . beautiful dining room at the ocean's edge . . . superb cuisine . . . varied sports . . . and entertainment. You'll like your fellow guests . . . and the delightfully friendly atmosphere of The Chelsea.

WRITE FOR
BOOKLET AND
INFORMATION

ATLANTIC CITY

JOEL HILLMAN • J. CHRISTIAN MYERS • JULIAN A. HILLMAN

FROM
\$6 WITH MEALS
AND BATH

\$3 ROOM ONLY
AND BATH
Per Person 2 in a Room
SPECIAL
WEEKLY RATES



LISTENING IN

(Continued from page 13)

her unselfish service she gained the confidence, admiration, and love of members of all three mentioned organizations. She will be greatly missed from the secretarial ranks but she carries with her the affectionate good-will of all those who have known her.

Louise H. Henderson

MILWAUKEE, WISCONSIN

On Tuesday evening, June 13, the Milwaukee School Secretaries Association had a dinner at Smith Brothers Fish Shanty, Port Washington. At this time the announcement was made of the new officers for the year 1939-40, but we are unable to give you the names at this time, as the last News letter published by this group came out just before the close of school. As the next meeting of the National Educational As-

sociation will be held in Milwaukee in 1940, the Milwaukee secretaries will have a busy year preparing for this big event. We understand they are already starting preparations and we know that they are more than equal to the task set for them.

An item of interest to all school secretaries appeared in the last News Letter of this group and it gives us all something to think about and work for. "According to a survey made by the New Jersey Association of School Secretaries showing the salaries, ages, and years of experience of 934 Board of Education clerical employees, the salaries range from \$400 to \$3600 per year, with an average salary of \$1231; the ages range from 17 to 67 years, with the average age at 30 years; the years of experience range from none to 40 years, with the average at 8 years. New Jersey, as a state group, is working to secure pensions for secretaries and clerks."

MAINE SCHOOL SECRETARIES' ASSOCIATION

This enterprising association, though small, is certainly up and coming for they issued one of their bulletins in August and it contains some timely suggestions which we are going to pass on to you.

Why Worry?

Dr. Frank Payne gives these excellent rules for worries.

1. Learn to relax in the face of trouble. Things you worry about often do not come to pass.

2. Don't talk about your worries. If you talk about them, you will merely magnify them in your own mind.

3. Figure out where thought ends and worry begins. Worriers are not really thinking—all they are doing is worrying. Thinking is constructive—worrying is destructive.

4. Do not make the mistake of never expecting to make a mistake. Do not think that you will always make the right decisions.

5. Decide either to do something, or else decide to do nothing. If your are worrying about something you can do

HOTEL DENNIS
Atlantic City

Enjoy Real Autumn
Beside the Sea!

Relax in the October comfort of a sunny, sea-air climate. Broad decks and spacious guest rooms face the blue Atlantic—horseback riding on the beach—golf at country clubs nearby—bicycling on the boardwalk—are choice diversions. Delicious cuisine. Attractive low rates.

Walter J. Buzby, Inc.

nothing about—forget it.

6. Do not expect perfection in anything. Nothing in the world can possibly be perfect. Do not expect perfection for yourself, for other people, or for anything at all.

DENVER, COLORADO

The only meeting held during the summer by the Clerks and Secretaries Association of the Denver Public Schools was the annual picnic which took place in June the Thursday of the week after school closed. The place was in the Mountain Parks near Denver where about fifty of the members betook themselves about five o'clock. A grand mountain-top location had been selected by the picnic committee, but had to be abandoned because of a terrific wind and dust storm which came up during the afternoon. It was a great disappointment to those who had looked forward to a camp-fire following the cooking of the hamburgers. But a fire in that location was out of the question, so the next best thing was to find a shelter

house where a fire could be built. After some scouring around this was found in nearby Bergen Park and the supper was soon under way. A happy, informal time was had by those who came, and the committee, headed by Dorothy Alexander as chairman, is to be commended for a most successful evening in the face of difficulties.

The new officers of this group, under the guidance of Mrs. Doris Eonar, president, are planning for the year's activities, and all are looking forward to an interesting season.

WASHINGTON D. C.

From the Secretarial Association, District of Columbia Public Schools comes news of the June Dinner held at the Kenwood Country Club on the evening of June 19. We hear that this was a most enjoyable and successful affair, with Miss Louise Henderson, President of the National Association of School Secretaries in attendance and Mr. Earl Goodwin as the guest speaker. A skit by local members was a part of the en-

HAVE YOU THROWN AWAY YOUR MOPS? Have YOU Heard about the KENT WATER PICK-UP which



Kent Water Pick-Up

1. Picks up dirty water fast after scrubbing, thereby
2. Saves time
3. Makes your floors cleaner
4. Allows floors to dry in half the time over mops
5. Removes water from the cracks of wood floors.
6. Increases the life of your floors because the dirty water is removed **QUICKLY** and **THOROUGHLY**.

The Kent Water Pick-Up uses the air suction principle of the Kent Suction which is used in hundreds of schools for vacuum sweeping.

PARTICULARS GLADLY FURNISHED.

THE KENT COMPANY, Incorporated

182 CANAL STREET

ROME, NEW YORK

ertainment and the newly elected officers were presented to the group. They are as follows: Catherine Crawley, President; Olive Daniel, Vice-President; Lucy Voris, Secretary, and Margaret Miller, Treasurer. The committee with Geraldine Judy as Chairman is deserving of much credit for arranging such a very happy evening for those who attended.

LOUISIANA

In entering the third year of organization, the LASSies—otherwise known as members of the Louisiana Association of School Secretaries—have their feet squarely upon the ground and their eyes focused upon a goal which they shall ultimately achieve. We have been concentrating our efforts upon the ideal of Service to the School and to the Community, and to keep constantly before our members the realization that service to others will take us further along the road to individual happiness than will any other phase of our employment. Gradually, we shall put more effort

into securing the material objectives which we feel will be transcribed into professional standing for our members. We already have retirement but tenure for school secretaries of Louisiana and salary schedules are not yet in sight.

At our meeting in Alexandria, during the third week of November we shall discuss future plans concerning our efforts to secure tenure. Our State President, Mrs. Fairy McBride, secretary to the President of the Louisiana Polytechnic Institute at Ruston, will preside. Mrs. McBride has been a deeply interested member ever since the first State meeting held in Shreveport in 1937 and will bring to our discussions a purposeful and sincere outlook.

OFFICERS' VISIT

It was a hot summer day when Louise Henderson, Eunice Bounds and Peg Kerna found their way to New Orleans. Undaunted, Louise and Eunice made ready for a tour of the Vieux Carre and for an hour or more they "did" the Vieux Carre in true tourist style. Walking, however, was not comfortable and not even the cool shadows of the St. Louis Cathedral or the graceful archways of the Cabildo could tempt them further, so off they went to the air conditioned charms of the Roosevelt to prepare for their departure on the Steamer Dixie going to New York. How we wished we might have joined these seasoned travelers who, by this time, had almost finished their circle tour. Peg Kerna remained for two days longer, and after a glorious weekend of entertainment, accepted our invitation to see the Vieux Carre by day (by this time she knew well what it was like by night) and so, with Ira Flick, President of the New Orleans Unit, Harriet Muntz, and Adele Kansas Gordon, Peg was escorted through a tour of the famous old New Orleans. We were joined by Peg Talbot and Anne Wood of the New Jersey teachers' group. The late afternoon found us on famous Rue Royale, in the Patio Royal, and over a Frenchman's cup we bid Peg a fond farewell.

Consult us for

Floor Treatments AND Maintenance Problems

We maintain a Nation-wide
Staff of Experienced
Maintenance Engineers



Offices and Warehouse Stocks in all
Principal Cities in the U. S. A.

Established 1907

Hillyard Sales Co.

DISTRIBUTORS

HILLYARD CHEMICAL CO.
ST. JOSEPH, MO.

CALIFORNIA—A REMOTE DREAM BECOMES A THRILLING REALITY

The convention in San Francisco and the opportunity to share the scenic wonders and hours enroute with members of the National Association of School Secretaries was irresistible.

And so the 24th of June found us on our way. A delicious luncheon at the famous Banff Springs Hotel, an overnight stop at beautiful Lake Louise, two days of travel through the grandeur and magnificence of the Canadian Rockies, an opportunity to visit the many Spode and Wedgwood shops in Victoria, a view of majestic Mt. Rainier and the breathtaking beauty of Crater Lake—these were among the many glorious experiences enjoyed by the group.

And then San Francisco which in itself offers many interesting diversions and we attempted to crowd all this plus the convention and the fair into seven short days.

The convention itself offered much to the secretaries—from the reception on

Sunday at headquarters when the convention formally opened to the business meeting on Thursday afternoon there was something interesting and worth while planned for practically every minute.

As usual the luncheon was the highlight of the convention. The Los Angeles secretaries were in charge and a Mexican motif was used for the unusual decorations and programs. Greetings were extended by the president of the N. E. A., the president of the American Association of School Administrators and the superintendent of schools in San Francisco. Mr. James Roosevelt was the principal speaker and chose for his subject "Youth and Tomorrow". His talk was broadcast on a coast-to-coast network.

And the panel discussion on Wednesday in which many of our own secretaries presented papers was a most professional and stimulating meeting.

A most successful innovation this year was the conference discussion groups divided into three sections, elementary schools, secondary schools, and

Office Supplies

"ASK ANYONE
WE SERVE"

Job Printers, Binders, Rulers
Manufacturing Stationers,
Salesmen of . . .

EVERYTHING FOR THE
SECRETARY

M. L. BATH CO., LTD.
Shreveport, Louisiana

administrative offices. In these groups it was possible to discuss more concretely the problems affecting these particular groups and much was gained from them.

At the business meeting the plan of affiliation of local and state associations with the National Association was adopted. When properly functioning this will bring about a closer relationship between the state and national organizations which should prove mutually beneficial.

The San Francisco and East Bay girls arranged several delightful excursions—the East Bay girls took us on a tour of Oakland, Berkeley, Alameda, etc. Monday evening a dinner was arranged at the famous Monaco Restaurant. Here we enjoyed an Italian dinner and an entertaining floor show. Another night we were treated to a Chinese dinner and an entertaining floor show. Another night we were treated to a Chinese dinner and a tour of Chinatown. Several

of the San Francisco girls took small groups on various interesting trips—we were fortunate enough to have a trip down the peninsula along the newly constructed ocean drive and a visit to the lovely Stanford Memorial Chapel at Palo Alto.

The group assembled was smaller than at previous conventions due to the prohibitive distance—in fact, we were amazed to learn that some of the secretaries within the state of California traveled 500 miles to attend. But among those present there was a definite sense of pride in the recognition that has come to the Association, a sincere appreciation of the efforts of our able leader, Louise Henderson, through whose efforts much of this has been attained, and an enthusiastic desire to aid in the further progress of the association.

After the delightful week in the convention city, we soon found that more wonderful things were to unfold as we continued on our trip toward home. The trip through Yosemite and the Mariposa Forest was truly a lesson in geography "standing on its hind feet", as the saying goes. Then on to a boat which sailed away to romantic Santa Catalina Island where you are greeted with soft music of colorful troubadours. Back to Los Angeles for a trip through the movie kingdom seeing studios, movie stars' homes in the beautiful cities surrounding Los Angeles. (We are sorry to report that we did not see any movie stars around their homes, but we did see Jane Withers' wash hanging on the line.) The afternoon of this same day we were the guests of the charming and gracious secretaries of Pasadena, who took us to see the beautiful Huntington Hotel, the famous Huntington Library in San Marino and the equally famous Rose Bowl, ending the afternoon at a delightful tea. Mr. James Roosevelt provided guides to show us his studios. He personally greeted each one and arranged for us to visit 20th Century Fox. Here the group di-

*In Stapling Machines
AND
Staples*

it's

ACE

The World's Largest Selling Line



A Typical
School Model

The
ACE-SCOUT

It Staples—It Pins—It Tacks

PRICE \$1.50

PRODUCTS OF
ACE FASTENER CORPORATION
CHICAGO.

Sold by Your School Supply House

small
trips
have a
new
visit
Chap-

smaller
to
we
of the
lifor-

But
defin-

ition
on, a

of our
ough

been
re to

con-
more
we

The
fari-

ge-
, as
which

ata-
with
ack

the
ovie

sur-
arry

ovie

did
on

me
m-

sa-
ful

ng-
the

the
m-

ow
ed

uit
-l

vided to wend their way home in all directions.

Our trip home gave us an opportunity to see the engineering marvels of Boulder Dam in Black Canyon, Nevada, which has backed up the water of the Colorado River to form the brilliant, blue Lake Mead, the largest man-made body of water in the world. In Salt Lake City we were impressed with the sheer delight of its physical beauty. A swim in the famous Salt Lake was most invigorating. Another great engineering feat to behold was the Hanging Bridge over the Royal Gorge. Next we explored the wonders of the Garden of the Gods at Colorado Springs, then on to Manitou Springs for a breathtaking ride up Pikes Peak in a car driven most expertly over the switchbacks of the Pikes Peak highway. Denver was next, where we were taken on a four hour trip in a bus to the Denver Mountain Parks, which includes a ride up the celebrated "Lariat Trail" to the top of Lookout Mountain. Here we vis-

ited the tomb of Buffalo Bill and the Memorial Museum where you can view the personal belongings of Buffalo Bill. A return trip is made through the spectacular Bear Creek Canyon, passing through the Red Rocks Park, formation of brilliant rocks caused by upheavals of Dakota Sandstone, which have been weathered through the centuries into countless fantastic forms. Our train then sped on through the rich farmland of Nebraska, Iowa and Illinois to Chicago. As we neared our home we felt we could plan vacations for the next ten years to spots where we would have liked to linger longer.

A small child on her first day at school was found in tears by the teacher. When the teacher asked what was wrong the child sobbed: "They say I've got to stay here until I'm fourteen."

The teacher smiled and said: "There's nothing to cry about. You're lucky, I've got to stay here until I'm sixty-five!"



National Association of School Secretaries

WELCOME!

All of us here at the Traymore will be delighted to have you with us November 9th, 10th and 11th and you can be sure that everyone on the staff will be at your call every minute. Stretch out on broad sun-decks. Tune up in the Health Baths. Sup in the Stratosphere Room or Submarine Grill. Enjoy year around golf on summer grass greens and the diversions of Atlantic City.

TRAYMORE

ON THE BOARD WALK ATLANTIC CITY

Bennett E. Tousley, General Manager

COMING EVENTS

NEXT ANNUAL MEETING MILWAUKEE—1940

Milwaukee will be the site of the next annual convention in June, 1940. The Milwaukee secretaries are already at work planning an interesting program for your enjoyment.

Start now to save for your trip. Our conventions are a success—you have a good time, are refreshed, inspired and enthusiastic and you vote it an ideal vacation. "Ask the secretaries who have attended a convention of the National Association of School Secretaries."

MID WINTER MEETING ST. LOUIS CONVENTION

Mark February 24 and 25 on your calendar now. These are two important dates—important to you and to your local and state association as an organization. True to custom the Nation-



Our Floor Brushes are cement set and pegged, and are therefore guaranteed that you may use them in oily and damp places as well as keep them near a radiator or other warm place and the bristle will not fall out.

Samples will be submitted upon request. When requesting samples, please state within what price range you are interested, and how long the bristle should extend from the block.

●
RALPH L. GORKER
1308 N. WESTERN AVENUE
CHICAGO, ILLINOIS

al Association of School Secretaries is meeting in conjunction with the American Association of School Administrators in St. Louis on that date. Even though you live in a distant state, this message is for you because if you cannot be there yourself, your superintendent or principal can represent you at both the reception which will be given by our Association to the school administrators on Saturday evening, February 24, and at the luncheon on Sunday. Both affairs will be held at the Statler Hotel. There is no charge for administrators at the reception. There will be an approximate charge of \$1.50 for the luncheon. Perhaps you or your Association would like to send one or more representatives to this outstanding meeting. "The Spirit of St. Louis" will fly over the reception, and the luncheon will be an eventful achievement. Further details will be sent you later. We have reserved a block of rooms at the Mayfair Hotel for our members. We urge you to make your reservation immediately, mentioning that you are a member of the National Association of School Secretaries. The Mayfair is a very attractive, modern hotel, located directly opposite the Statler which is the headquarters for the whole convention. Rooms are very difficult to secure, so do not delay writing for your reservation today.

EASTERN MEETING FOR NATIONAL MEMBERS

Since the 1940 February convention is to be held in St. Louis, the eastern states have accepted the invitation of the New Jersey Association of School Secretaries to meet with them at the Hotel Traymore in Atlantic City over the Armistice Day weekend. Many of our members in the east were unable to attend our highly successful Cleveland meeting last year because of the distance involved and this will give them an opportunity to get together. The members of the New Jersey Association, who will act as hostesses to the National members from neighboring states, have

prepared a most interesting program and we should all try to attend.

Saturday morning will be given over to a business meeting for National members. The annual business meeting and election of officers of the New Jersey Association will be held at two o'clock that afternoon, and at three o'clock Gladys E. Poole of the Trenton State Teachers College will address the group on "School Secretaries—Who Are They?" This will be followed by a discussion from the floor. At four-thirty the New Jersey Bookmen's Club is holding a tea in honor of the secretaries and at eight-thirty a social hour is planned.

The annual luncheon will be held in the Belvedere Room of the Traymore at twelve-thirty on Sunday. Greetings will be extended by Dr. William L. Fidler, President of the New Jersey State Teachers' Association; Louise H. Henderson, President of the N. A. S. S.; Dr. A. L. Threlkeld, President of the New Jersey Department of Superintendence; and Mr. Wilbur Zimmerman, President of the New Jersey Federation of

District Boards of Education. The speaker, who is considered an outstanding authority on problems relating to school personnel, will be Dr. Willard S. Elsberry of Teachers College, Columbia.

We hope that all members will be able to accept New Jersey's cordial invitation to enjoy the splendid program that has been planned.

Virginia A. Halsey

MAY WE REMIND YOU

THAT advertisers in THE NATIONAL SECRETARY have hopes we read the magazine from cover to cover.

THAT our association provides a clearing house for IDEAS BORN TO PEOPLE WITH IDEALS.

THAT our association sponsors an annual meeting each July in conjunction with the meetings of the NATIONAL EDUCATION ASSOCIATION, as well as a meeting each FEBRUARY when the AMERICAN ASSOCIATION OF SCHOOL ADMINISTRATORS convenes.

THANK YOU MISS SCHOOL SECRETARY

Thank you

for your unfailing courtesy to the representative of the Gregg Publishing Company when he calls at your school.

Thank you

for calling Gregg textbooks to the attention of your superintendent, principal, commercial department head or the commercial teachers.

Thank you

for writing Gregg Shorthand in a way that adds to your reputation and to the prestige of the Gregg system.

Our support of your magazine by taking this space gives expression to our appreciation of the school secretary and our best wishes for advancement.

LET US KNOW WHEN WE CAN BE OF ASSISTANCE
TO YOU OR YOUR SCHOOL. GREGG PUBLISHES
TEXTS FOR ALL COMMERCIAL SUBJECTS.

THE GREGG PUBLISHING COMPANY

New York

Chicago

San Francisco

Boston

Toronto

London

Sydney

WAUWATOSA, WISCONSIN

From that very unique and interesting little magazine published in Wauwatosa by Helen H. Buettner comes a message from Mr. Wm. T. Darling, Superintendent of the Wauwatosa Public Schools. We think it is well worth reprinting.

Twin Virtues

The great philosopher John Locke is quoted as saying, "A sound mind in a sound body is a short but full description of a happy state in this world; he that has these two has little else to wish for, but he that lack either of them will be little the better for anything else."

This might be paraphrased as a description of the ideal secretary, if "discretion and loyalty" were substituted for "A sound mind in a sound body." Certainly "he that lacks these two will be little the better for anything else."

Discretion and loyalty are so closely allied that they might be designated twin virtues of a secretary. Loyalty is an objective quality—one may not be loyal except to some person or ideal; discretion is a quality within an individual. Loyalty to a person or to a principle is quite likely to breed discretion, but it is possible to be loyal to a person and to be quite indiscreet in the expression of that loyalty.

Loyalty is so indispensable an element in the relationship between a secretary and the administrator whose representative she is, that its lack will nullify a host of other good qualities; so fundamental is it that no self-respecting secretary will continue to serve an administrator whose personal qualities of square-dealing, personal honesty, and rectitude, does not earn her active loyalty. To compel one's self to work in an atmosphere of distrust or antagonism is stultifying to one's soul.

Loyalty does not consist in saying "yes." The loyal secretary may at times find it necessary to criticize some of the policies or procedures of the administrator; in such cases, loyalty would dictate that the criticism be made directly to the administrator and not to others; it is also befitting and commendable that the criticism be constructive rather than merely negative. Loyalty may sometimes say "no" emphatically.

The discreet secretary is a real jewel. Meeting people in person or speaking to them over the telephone, she can do much through courtesy and a well modulated, pleasant voice to allay wrath, or to increase good will. Discretion often means a careful guarding of the tongue; much confidential information comes to the secretary and if she has even slight discretion she will consider such information sacred.

Discretion is very difficult to define, but it is a quality which will avoid errors, and "least said, soonest mended."

Loyalty and discretion—each promotes the other; so closely allied as to be inseparable.

SAFE!

A buyer's problem grows more confusing every day.

Then why select by product? Why not select a firm? . . . one which has research laboratories; an expert manufacturing record; guarantees his goods and charges no more than others.

Simply Specify

OLD FAITHFUL
and
YOU'RE SAFE!



**THE
AMERICAN
CRAYON
COMPANY**

SANDUSKY, OHIO NEW YORK

HOW YOU CAN HELP

Advertising is not easy to secure for the advertisers want and have a right to expect a material return on their investment.

If each one of our 1600 members would carefully read the advertisements then when the salesman from those firms visit your office extend them extra courtesies and tell them you appreciate their ad—that would be one way you could help. Then when a salesman from a firm that does not advertise comes in tell him how disappointed you are not to see his firm's advertisement. Try to induce him to secure an ad for the next issue.

If you have family or friendly relations with firms who have merchandise that would interest our members—automobiles, insurance, wearing apparel, cosmetics, food products, etc.—try to get their advertisement.

This is Your magazine and its growth depends on YOU.

Miss Margaret Kernan, Salem, N. J., our advertising manager will welcome your assistance.

Louise H. Henderson
President

Don't Be a Pest

Nearly everyone has little annoying habits which he should break if he would avoid friction in dealing with friends and relatives. Many times we are unaware of these practices which cause irritation in others, but if we observe closely the reaction of others to our conduct we will be able to detect them. It may be that we tap with our fingers or fidget with a pencil, overwork a bit of slang or ask too many questions. Each one must find out for himself what these irritating habits are. Delicacy prevents others from calling them to our attention. It may seem silly that people should be bothered by such trivialities, but they are, and one should respect their feelings.

LADIES:

You are doing important work . . especially when you make out and mail the orders for:

THE SANGREN-WILSON INSTRUCTIONAL TESTS IN READING for primary grades;

THE PUBLIC SCHOOL CORRELATED ATTAINMENT SCALES, Form A for upper elementary grades;

THE DETROIT GENERAL APTITUDES EXAMINATION
For high schools.

• • •

Public School Publishing Company

509-11-13 North East Street

BLOOMINGTON, ILLINOIS

YOUTH AND TOMORROW

(Continued from page 5)

those in other lands might rightfully feel; the fear of not having the tools with which to go to work. We have them, and it is hard to believe that we will not find the way to use them.

You may perhaps feel that I sound over-optimistic. You may say, "What about the danger of communism or the danger of fascism?" Truthfully, my answer is that the best way to fight any "ism" or anything which is un-American is not to fear it nor to grumble against it, but rather to emphasize the things which we have and which we would have to give up if we adopted any other system or tried to copy the customs of any other country. Of course, there is much we must learn—we do not hold a copyright on all that is fine or intelligent or useful, but basically, we have the foundation without which no great and permanent structure nationally can be built.

And so I feel, and I hope that you will feel—for after all what really counts is the impression which you in the field of education give to those entrusted to your care—that the youth of tomorrow in our country, at least, has nothing much to fear. On the contrary, they have a lot to be thankful for. They have a great challenge and a vast number of problems which call directly to them for solution and adjustment. They may never be heroes or famous national figures—but their opportunities for individual expression, individual accomplishment are not much smaller today than they were in the days when the whole West was open to pioneers. And as they individually contribute their share to the solution of their problems, so in the aggregate will the country be more prosperous and security prevail.

I would urge you never to relax in your efforts to remind all those around you that to be an American, to be in America, and there to be able to live with the dignity of a human being is the ideal of a vast number of people who live outside, as well as within our shores.

The youth of today—the man of tomorrow—must keep it so.

ROBERT BRUCE HARRIS

Landscape Architect

Specialist in the complete development of school grounds and recreational areas.

750 North Michigan Avenue
CHICAGO

SUBSCRIPTIONS WANTED

The National Secretary Now On Sale

The request for issues of the National Secretary by superintendents and principals has lead us to offer subscriptions to our magazine.

This magazine can be used as an incentive for professional growth. In addition it contains valuable information that fills a real need for both secretaries and school administrators.

Subscription price \$1.00 for three issues. Ask your superintendent or principal to subscribe. Write Mrs. Dorothy Silanee, Board of Education, Los Angeles, California relative to subscriptions.

NATIONAL ASSOCIATION WORK

(Continued from page 6)

Annual Meeting in Milwaukee—
Evelyn Bauman

Betty Zimmerman

Southern Section Meeting, Mina
Burnett

GENERAL INQUIRIES—Eunice Bounds,
Corresponding Secretary, Board of
Education, Wilmington, Delaware.

FINANCE—Treasurer, Alice Teegarden,
Dayton, Ohio

Chairman, Helene Maulick, Atlantic
City, New Jersey

CHAIRMEN OF COMMITTEES

PUBLICITY—Alvina Carroll, Board of
Education, Washington, D. C.

ADVERTISING—Margaret Kernan, Sa-
lem, New Jersey

Assistant Manager—Helen Sprague,
Los Angeles, California.

DELEGATE—Ethel Spencer, Detroit,
Michigan

ELECTION—Alice Teegarden, Dayton,
Ohio

AFFILIATION—Eleanor Dearden,
Springfield, Massachusetts

Other committees will be formed and
the names of chairmen will appear in
the January issue.

SPEECH COPIES FOR SALE

The topic for the panel discussion
meeting in San Francisco July 5, 1939,
was "The Secretary in a Public Rela-
tions Program". Seven very fine papers
and an excellent summary were present-
ed at the meeting. For those desiring
copies of these papers, together with a
copy of Mr. Roosevelt's speech given
at the luncheon on July 4th, they are
being mimeographed. The entire set
is available for the small fee of twenty-
five cents to cover paper and mailing
expenses.

Copies may be had by sending the
fee together with mailing address to
Helen M. Dean, Edison High School,
220 N. E. Beech Street, Portland, Ore-
gon.

It's a bargain . . .

Miss Margaret V. Kernan insists that **The National Secretary** is an advertising medium which will really produce orders.

Miss Anne Gowen of the WINSTON Advertising Department, questions the pulling power of **The National Secretary**.

The Misses Kernan and Gowen have made a bargain. If this advertisement sells enough copies of **THE SECRETARY'S DESK BOOK** to pay for itself, we advertise again. No sales, no more advertisements! If you want to prove that Miss Kernan is right, clip, fill in, and mail this coupon:



Combines a Man-
ual of Correct Us-
age with **THE
WINSTON SIM-
PLIFIED DIC-
TIONARY** (Inter-
mediate Edition)
1287 pages, 900
Illustrations. 5 $\frac{1}{4}$ "
x 7 $\frac{3}{4}$ ". Thumb-
indexed.

Miss Anne Gowen
THE JOHN C. WINSTON CO.
1006-1016 Arch St.
Phila., Pa.

Dear Miss Gowen:—Miss Kernan is right.
Send me _____ copies of **THE SEC-
RETARY'S DESK BOOK** @ \$2.05 each net
postpaid. Charge to _____.

Address _____

Name _____

Secretary to _____

PROTECT
YOUR
INVESTMENT
IN FREE TEXTBOOKS

BY USING

HOLDEN BOOK COVERS

Shift the Wear from the Book to the
Cover and Save the Taxpayers' Money

SAMPLES FREE

HOLDEN PATENT BOOK COVER COMPANY

Miles C. Holden, President

SPRINGFIELD, MASSACHUSETTS

Healthful
Comfortable
Indoor Weather



is now enjoyed by the occupants of more than
65,000 classrooms heated and ventilated with
Nesbitt units.

NESBITT SYNCRETIZED AIR



Perpetual June in the Classroom

The Nesbitt Syncretizer is manufactured and
sold by John J. Nesbitt, Inc., Holmesburg,
Philadelphia, Pa., and 11 Park Place, New York
City. It is sold also by American Blower
Corporation.

NATIONAL OFFICERS VISIT LOCAL SECRETARIES ON RETURN FROM LOS ANGELES

On Monday morning, July 17, Louise Henderson, Eunice Bounds and I left Los Angeles on the Sunset Limited returning to our homes via Juarez, Carlsbad Caverns, San Antonio and New Orleans.

We tried to contact Grace Holt, our Arizona State Chairman as we passed thru Phoenix. We were sorry not to reach her but delighted to know that she was enjoying a cruise to Alaska.

Miss Henderson and Miss Bounds enjoyed a delightful cruise on the Dixie from New Orleans to New York while I continued my journey by train visiting Atlanta, Chattanooga and Washington.

We would like to express appreciation to the secretaries, administrators and board members who greeted us so cordially and entertained us so royally when we visited their cities.

Although our visit in San Antonio was but one day, we shall always remember their hospitality. With San Antonio Taxi drivers on strike, we were met on Thursday, July 20, at 2 a.m. by Mina Burnett, Nita Pearce, Alene Johnson and Lucille Hill who drove us to the Gunter Hotel where we enjoyed a palatial suite. Thank you, Mr. Artie Compton, Manager of the Gunter Hotel. Yes, indeed, many local secretaries together with Dr. and Mrs. Cochran and Mrs. Lewis, San Antonio Board member assembled in this suite for an informal reception that evening after a delightful dinner at the Gunter Hotel and before supper at the Mexican Village. We can't leave San Antonio without telling Mina Burnett that we enjoyed the breakfast at her apartment which, with time out for sightseeing was followed by a delightful luncheon at St. Anthony's Hotel, where we were guests of the Hills of the Alamo Printing company.

We boarded the train for New Orleans Friday, July 21, 2:45 a.m. and arrived at Hotel Roosevelt, New Orleans, at 6 p.m. the same day. No time was lost in visiting the famous eating places, seeing the night life of New Orleans and visiting the famous French Quarters because Miss Henderson and Miss Bounds were sailing on the Dixie for New York on Saturday, July 22.

With Miss Henderson and Miss Bounds cruising to New York, I remained in New Orleans two extra days where with Peg Talbott and Anne Wood of the New Jersey teachers group we visited the French Quarters under the expert guide service of Adele Kansas Gordon with the able assistance of Ira Frick and Harriet Murtz, officers of the New Orleans Secretaries Association. The delightful experience was terminated with a tea at the Patio Royale, the site of the secretaries luncheon of the National Association of School Secretaries in February, 1937.

I had met Sara Milner, President of the Atlanta Secretaries in San Fran-

cisco. Altho, Sara was not in Atlanta when I arrived, I was cared for by Mildred Hutcheson, Georgia State Chairman and Louise McCoy, Vice-President of the Atlanta Secretaries. These secretaries contacted me at the Henry Grady Hotel. The hospitality of the west and southwest was following thru with me. The cordiality of the secretaries and their friends with Allyn and Bacon as well as Coca Cola together with the sights at Emory University, Rose Bowl and Georgia Tech, Stone Mountain and the cyclorama building in Grant Park would suggest that Atlanta would be an ideal place for southern sectional meeting of the National Association of School Secretaries. My Atlanta visit was terminated with a sumptuous dinner at the Colonade.

The pleasant journey continued and soon I was with Ann Boss and Josephine Love in Chattanooga where it was my pleasure to meet with their respective superiors, Mr. Marshall Clark, Superintendent and Mr. S. E. Nelson, High School Principal. It was gratifying to



NEW YORK
Hotel New Yorker
Belmont Plaza

DALLAS
Hotel Adolphus
MINNEAPOLIS
Hotel Nicollet

CHICAGO
Congress Hotel
DETROIT
Book-Cadillac

CINCINNATI
Netherland Plaza
DAYTON
Van Cleve

Hotels Directed by
National Hotel Management Company, Inc.
Ralph Hitz, President

Science Laboratory Supplies

FOR

**Chemistry, Physics, Biology
and General Science**

CHICAGO APPARATUS COMPANY

1735-43 N. Ashland Avenue
CHICAGO, ILLINOIS

Important Facts You Should Know About **HANDWRITING**

It is possible to supply a class of thirty pupils with handwriting texts for a total outlay of one dollar and fifty cents.

It is possible to have the papers of that class examined and reported to you free of all charge.

When pupils are supplied with books it is possible to request a visit from an expert demonstrator to help both pupils and teacher.

If teachers are untrained in modern handwriting methods they may take a thorough course by correspondence, entirely free of charge.

The organization supplying the above services has specialized in handwriting instruction for more than thirty-five years.

The unquestioned leadership of that organization makes it competent to advise you on all matters pertaining to handwriting.

Send for the complete catalog of Palmer Method publications and for booklets descriptive of the many free helpful services offered by this organization.

The A. N. Palmer Company

note the splendid cooperation enjoyed by the Chattanooga secretaries. After a delightful luncheon at Millers, Ann Boss and I enjoyed the cable ride to the mountain where we visited the beautiful Rocky Mountain park. I certainly enjoyed my visit in Chattanooga.

In Washington, D. C., I met Catherine Crawley, President of the school secretaries. She was delighted to know that Sara Milner, President of the Atlanta secretaries was meeting us there. These arrangements provided an opportunity for a closer friendship between the secretaries of Washington and Atlanta. We appreciate the many courtesies extended to us by Catherine Crawley and her sister, Sara. While in Washington, Miss Milner and I were guests at the New Colonial Hotel. Thank you Mr. Robert D. Blackistone. We were delighted to have Marion Hankey, former Minnesota State Chairman, now with the Wage and Hour Division of the Federal Government, call. Also, while there it was a real pleasure to have a visit from Mr. and Mrs. Jolly Haycraft. You will all remember Mrs. Haycraft as one who contributed much to the National Association in the role of our first Editor. Indeed, before we had a printed publication, she mimeographed and stapled the publication for her fellow secretaries. It is a contribution always to be remembered. Even the Miss Hankey and Mrs. Haycraft are not actively engaged in school work at present, the National Association of School Secretaries has the continued interest and support of these loyal secretaries. We, in the National Association value your friendship.

We have enjoyed meeting the many school secretaries of the Nation this summer. As this calendar year starts we look forward to another year of Service, of opportunity to share our lives and our experiences with our secretaries.

Margaret V. Kernan

TRIUMPH is 90 percent try and 10 percentumph.—U. Sedit.

LITTLE SCA GOT JIMMIE!

The NEA is the biggest convention in the world. The School Clerks Association is just a little organization which has a convention alongside. And maybe you don't think it caused some eyebrow-raising by big NEA when little SCA announced that Jimmie Roosevelt would run up from Los Angeles to speak at an SCA luncheon. Big NEA didn't get any Roosevelts.

From San Francisco News, July 5,

SAN FRANCISCO, July 5.—Yes, we did get him. Who? Jimmie Roosevelt. Where? As speaker at the luncheon meeting of the National Association of School Secretaries held on July 4 at the Mart Club.

Yes, we are growing up. Our cry is being heard. Every year of our life makes us stronger and as we gain a place for ourselves, recognition follows. With pride we report progress. Of the forty-eight State Educational Journals contacted by members of the Publicity Committee in October, 1938, and Janu-

ary, 1939, thirty replies were received. Many of the editors included publicity items relating to the National Association of School Secretaries. Others expressed willingness to do so another year. Of the twelve editors of National Journals or Magazines contacted last fall, seven contributed publicity articles concerning the activities of our association.

We cannot thank too heartily the members of the Publicity Committee for their cooperation and service during the past year. To the press—both in the Capitol City and the Convention Cities, for the generous space accorded our association from time to time our grateful appreciation is extended.

Publicity speaks for itself. We cannot always furnish a Roosevelt scoop, but we can report effectively material expressing confidence and enthusiasm of our splendid activities, which in themselves proclaim our continued growth.

M. Alvina Carroll

CHAIRMAN PUBLICITY, N.A.S.S.

Look It Up In Woolley

The Latest Texts in the Woolley Family Are

WOOLLEY-SCOTT-TRESSLER: HIGH SCHOOL
HANDBOK OF COMPOSITION

WOOLLEY-SCOTT: COLLEGE HANDBOOK OF
COMPOSITION

Published by

D. C. HEATH and COMPANY

Boston

New York

Chicago

San Francisco

Atlanta

Dallas

JOKES

DO I GET ANY MORE THAN I AM GOING TO GET?

The following is a letter received not long ago in the War Department. You probably won't believe it but it's an exact copy.

"Adjiten General of the Army
Washington, D. C.

Dear Adjiten General, sir:-

"My husband was induced into the surface eightene months ago and I ain't received no pay since he was gone. Please send me my elopement as I have a four month's old baby and he is my only support and I kneed every day to buy food and keep us in clothes. I am a poor woman and all I have is gone. Both sides of my parents are very old and I cant expect anything from them as my mother has been in bed for thirteen years with one doctor and she won't take another. Do I get any more then I am going to get? Please send me a letter and tell me if my husband made an application for a wife and child and please send me a wife's form to fill out.

I have already written to the President and got no answer and if I dont here from you I will write Uncle Sam about you and him.

"Yours very truly,

Mrs. Peter Ricketts

"P. S. I am told that my husband sets in the YMCA every night with the piano play'ng in his uniform. I think you will find him there."

Overheard at the first meeting of newly-elected officials in a nearby town: "Let us," said an alderman, "put our heads together and make a concrete road."

Caller: "Well, well, well, so your name is Janie and you're five years old. And what do you plan to do when you get as big as your mother?"

Jane: "Diet."

Phone MADison 4752

◆
Pierson Studio

*School and Commercial
Photography*

EARL L. PIERSON, President

◆
Post Office Address

Box 5306 Paschall Station
Philadelphia, Pa.

◆
*We Furnish Index Pictures
for Permanent Records*

THE FISH TEACHERS AGENCY

633 Witherspoon Building

PHILADELPHIA

Walnut and Juniper Sts.

Teachers for Schools—School for Teachers—Every Day in the Year

Service Free to Schools—Economical for Teachers

Kingsley 1745-1746

Personal, Discriminating Service

E. F. Maloney, Manager

of
wn;
our
rets

ame
And
as